

SBA YOUNG ENTREPRENEURS OF THE YEAR



Eli Brainerd
*Pacific Concrete
Cutting & Coring, Inc.
State of Hawaii*

From CEO to supervisor, **Eli Brainerd** demonstrates technical and managerial skills that belie his age. In the first three years of operations, Pacific Concrete Cutting & Coring, Inc. has become a profitable business under the leadership of this determined 28 year old. Brainerd has distinguished himself through his focus on quality, his customer service, and by staying on top of his trade. A licensed subcontractor, he selected the concrete cutting specialty because few companies worked in this area. With the latest technology, PCC&C cuts concrete up to 22" thick to allow contractors to work beneath the surface to install cables, pipe and other lines. He diversified his services to include coring, cutting, sawing, and other specialized tasks for interior and exterior construction. With the services of the Kauai SBDC, Brainerd obtained an SBA line of credit to support his current and future growth. Revenues soared in 2000 and more than doubled by 2002. With expansion to the Big Island and the increase in contracts, four jobs were created. If the 2003 projections hold true, expect new jobs, new ideas, and new levels of success for PCC&C. *Nominated by: Jeffrey Murata, First Hawaiian Bank.*

When **Lubuw Falanruw** started Digital Mediums, LLC three years ago, he probably didn't realize that his love of art and technology would put him among the leaders in the technology industry of Hawaii. The company started as an R&D company, but Falanruw's creativity and skill in web design made this the primary revenue generator. The company now has nine employees on the payroll. Using innovative computer products, Falanruw produced cutting edge sites for companies like Case Properties, City and County of Honolulu, Pacific LightNet, Pleasant Island Holidays and others. Highly innovative effects and interactivity became his signature in web design and garnered several awards for Digital Mediums. Despite limited business experience, he applied two basic rules to reach his goals: work hard and optimize your potential. Expect 28 year old Falanruw to keep Digital Mediums at the forefront of Hawaii's growing tech industry for years to come. *Nominated by: Patrick Matsumoto, Bank of Hawaii.*



Lubuw Falanruw
*Digital Mediums, LLC
City & County of Honolulu*